

Message Text

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PAGE 01 CAPE T 00544 141109Z

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R 131055Z MAY 76
FM AMCONSUL CAPE TOWN
TO SECSTATE WASHDC 5194

UNCLAS CAPE TOWN 0544

FOL TEL SENT ACTION PRETORIA INFO DURBAN JOHANNESBURG MAY
7 RPTD FOR YOUR INFO: QTE:

UNCLAS CAPE TOWN 0544

E.O. 11652: N/A

TAGS: BEXP, EIND, SA

SUBJ: METALWORKING AND FINISHING PRODUCT LITERATURE DISPLAY,
JOHANNESBURG, NOVEMBER 1976

REF: A. STATE 105148 B. JOHANNESBURG 674

1. ON RECEIPT REF A WE BEGAN SOUNDINGS WITH TRADE SOURCES TO DETERMINE FEASIBILITY OF HOLDING SUBJECT EVENT IN CAPE TOWN. WHILE EFFORTS WERE HAMPERED BY RETIREMENT OF SENIOR COMMERCIAL SPECIALIST AND DELAY IN PROCESSING DOCUMENTS OF HIS REPLACEMENT, WE HAVE NEVERTHELESS TALKED TO SENIOR OFFICIALS OF LARGEST AGENT/DISTRIBUTORS, ENGINEERING COMPANIES AND CHAMBER OF COMMERCE. NEARLY UNANIMOUS CONCLUSION WAS THAT HOLDING SUCH EVENT HERE AS WELL AS JOHANNESBURG WOULD BE HIGHLY DUPLICATIVE SINCE THE MAJOR MACHINE TOOL DISTRIBUTORS IN S. AFRICA ARE VIRTUALLY ALL HEADQUARTERED IN JOHANNESBURG OR HAVE MAJOR OFFICES THERE. WITH REGARD ENGINEERING COMPANIES, SAME POINT WAS MADE. IN ADDITION, SEVERAL SOURCES COMMENTED THAT MAJOR ENGINEERS ACTIVITY IN CAPE TOWN IS SHIP REPAIR AND THAT MOST FIRMS IN THAT INDUSTRY HAVE EXCESS MACHINE CAPACITY AS IT IS. HEAD OF SHIP REPAIR DIVISION OF ONE LARGE COMPANY SAID HE THOUGHT EVENT WOULD BE OF LITTLE INTEREST TO HIS PEOPLE BUT IF THERE WAS SOMETHING OF PARTICULAR INTEREST THEY WOULD SEND REPRESENTATIVE EITHER FROM JOHANNESBURG OFFICE OR FROM HERE. ANOTHER SOURCE NOTED THAT WHILE NUMBER OF

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PAGE 02 CAPE T 00544 141109Z

ENGINEERING COMPANIES IN CAPE TOWN IS LARGE, VAST BULK OF MACHINE

TOOLS ARE NOT OBTAINED DIRECTLY BUT THROUGH DISTRIBUTORS WHO
PRIMARILY LOCATED IN JOHANNESBURG.
MAJOR USER OF MACHINE TOOLS IS, OF COURSE, AUTOMOTIVE INDUSTRY
LOCATED AT PORT ELIZABETH BUT WE UNDERSTAND THEIR REQUIREMENTS
LARGELY MET THROUGH ALREADY WELL-ESTABLISHED CHANNELS.

2. TENDING TO OFFSET FOREGOING IS FACT THAT THERE IS FAIR
SMATTERING OF INDUSTRY IN AND AROUND CAPE TOWN, THAT SUCH SHOWS
ARE USEFUL IN BRINGING US PRODUCTS TO ATTENTION OF END USERS
AND THAT THEY OFTEN RESULT IN USEFUL CONTACTS FOR POST WHICH
CAN BE USEFUL IN FUTURE TRADE PROMOTION EFFORTS. IN TERMS
RESOURCES, WE BELIEVE WE CAN AGAIN OBTAIN SITE AT NO COST AND
SHELVING, WHICH WAS MAJOR COST ITEM IN MEDICAL EQUIPMENT SHOW
WILL BE AVAILABLE. SOME SUPPLEMENTARY SHELVING MAY HAVE TO BE
ACQUIRED DEPENDING ON VOLUME OF CATALOGS. MAJOR RESOURCE WOULD
THUS BE STAFF TIME REQUIRED.

3. ON BALANCE, WE RECOMMEND THAT SHOW
BE HELD HERE FOR PERIOD OF 3 DAYS WHICH WE FOUND ADEQUATE IN
RECENT MEDICAL EQUIPMENT SHOW. THIS PRESUMES THAT JOHANNESBURG
WOULD AGAIN BE WILLING PERFORM SERVICES FOR ALL PARTICIPATING
POSTS LISTED PARA 3 REFTEL B.
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